

Amendment "B"

Amendments to the claims

Please amend claims 1, 9, 18 and 21 as follows:

Claim 1 (currently amended). A method for tracking the use of a web tool by a web user, comprising:

providing a web user through a web user computer access to a web tool;

transmitting from the web tool to the web user computer one or more web page files in connection with the user accessing the web tool; and

inserting within at least one of the web page files, using the web tool, a command having embedded user information associated with the web user's use of the web tool, the command causing the web user computer to execute the web page file and transmit directly to a server, designated within the command, a request that includes the embedded user information, wherein the user information is stored in a database in response to the request being processed by the designated server.

Claim 2 (original). The method of claim 1 wherein the command comprises a mark up language image tag.

Claim 3 (previously entered). The method of claim 2 wherein the command includes a Broken Image Tracking ("BIT") tag with the user information embedded in a BIT URL.

Claim 4 (original). The method of claim 1 wherein the web tool is provided to a plurality of web users with each user receiving at least one web page having a command with embedded user information, wherein the user information for each user is transmitted to the designated server.

1 Claim 5 (original). The method of claim 1 wherein the user information is stored in  
2 an error log within the designated server.

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4 Claim 6 (original). The method of claim 1 wherein the request is a request for  
5 retrieving an image file from the designated server, which has an Internet program  
6 with an error log, wherein the Internet program stores the user information in the  
7 error log in response to an error being generated by the server not finding the file  
8 that is to be retrieved.

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10 Claim 7 (original). The method of claim 1 wherein the request is a request for  
11 retrieving an image file from the designated server, which has an Internet program  
12 with an error log, wherein the processed request generates an error when the image  
13 file is not found by the server, the method further comprising identifying the request  
14 in response to the generated error and storing the user information in a database  
15 that is separate from the error log.

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17 Claim 8 (original). The method of claim 1 wherein the act of inserting includes  
18 inserting the command in the at least one web page file so that it causes  
19 substantially no error graphic to be displayed to the user in response to an image file  
20 designated within the command not being retrieved.

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1 Claim 9 (currently amended). A system for tracking web users use of a web tool,  
2 comprising:

3 a web tool server configured to be operably connected to one or more web  
4 user computers, the web tool server having a web tool program for providing to each  
5 web user computer one or more web page files in a web tool session, the web tool  
6 server inserting within at least one of the web page files associated with the session  
7 a command having embedded user information associated with a web user's use of  
8 the web tool; and

9 a designated server configured to be operably connected to the one or more  
10 web user computers, wherein the command when executed by a web user computer  
11 causes the web user computer execute the web page file and to transmit to the  
12 designated server a request that includes the embedded user information, wherein  
13 the user information is stored in a database in response to the request being  
14 processed by the designated server.

15  
16 Claim 10 (original). The system of claim 9 wherein the database is an error log  
17 within the designated server.

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19 Claim 11 (original). The system of claim 10 wherein the designated server includes  
20 an Internet program for implementing the designated server as a web server,  
21 wherein the Internet program stores user information from a request into the error log  
22 in response to an error being generated by the request at the designated server.

23  
24 Claim 12 (previously entered). The system of claim 11 wherein the request includes  
25 a Broken Image Tracking ("BIT") URL with a designated broken image file that  
cannot be found within the designated server, which causes the error to be  
generated by the Internet program.

1 Claim 13 (original). The system of claim 9 wherein the designated server includes  
2 an Internet program for implementing a web server with an error log, wherein the  
3 user information is stored in the database separate from the error log.  
4

5 Claim 14 (original). The system of claim 13 wherein the Internet program includes a  
6 BIT module for storing the user information in the database rather than the error log.  
7

8 Claim 15 (original). The system of claim 9 wherein the command includes a BIT tag  
9 that is implemented with a mark-up language tag.  
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11 Claim 16 (original). The system of claim 15 wherein the mark up language tag is an  
12 HTML image tag.  
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14 Claim 17 (original). The system of claim 9 wherein the Web tool server and  
15 designated server are implemented in the same computer.  
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1 Claim 18 (currently amended). A web tool system having a capability of tracking a  
2 user's use of a web tool, comprising:

3 a web tool server communicatively linked to a web user computer for  
4 providing a web user with access to a web tool, the web tool server having a web  
5 tool program for generating and providing to the web user computer one or more  
6 web page files in connection with the web user engaging in a session with the web  
7 tool;

8 a designated server communicatively linked to the web user computer, the  
9 designated server including a web server with an error log; and

10 a user information database server communicatively linked to the designated  
11 server, wherein the web tool program inserts into at least one of the one or more  
12 web tool pages for a web user session, a command having embedded user  
13 information associated with the web user's use of the web tool, the command  
14 causing the web user computer to execute the web page file and transmit to the  
15 designated server a request that includes the embedded user information, wherein  
16 the designated server transfers the user information from the request to the user  
17 information database in response to processing the received request.

18  
19 Claim 19 (original). The system of claim 18 wherein the request causes the  
20 designated server to generate a broken image error, the designated server including  
21 a module for transferring the user information into the user information database  
22 rather than the error log in response to detecting the generated broken image error.

23  
24 Claim 20 (previously presented). The system of claim 18 wherein the command is a  
25 BIT tag that includes a Broken Image Tracking ("BIT") URL with a broken image file  
designation.

1 Claim 21 (currently amended). A computer program product for tracking the use of a  
2 web tool by a web user, the product having computer readable instructions thereon  
3 that when executed cause a computer to perform the following acts:

4 providing a web user through a web user computer access to a web tool;

5 transmitting to the web user computer one or more web page files in  
6 connection with the user accessing the web tool; and

7 inserting within at least one of the web page files a command having  
8 embedded user information associated with the web user's use of the web tool, the  
9 command causing the web user computer to execute the web page file and transmit  
10 to a server, designated within the command, a request that includes the embedded  
11 user information, wherein the user information is stored in a database in response to  
12 the request being processed by the designated server.

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14 (End of Amendment "B".)

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